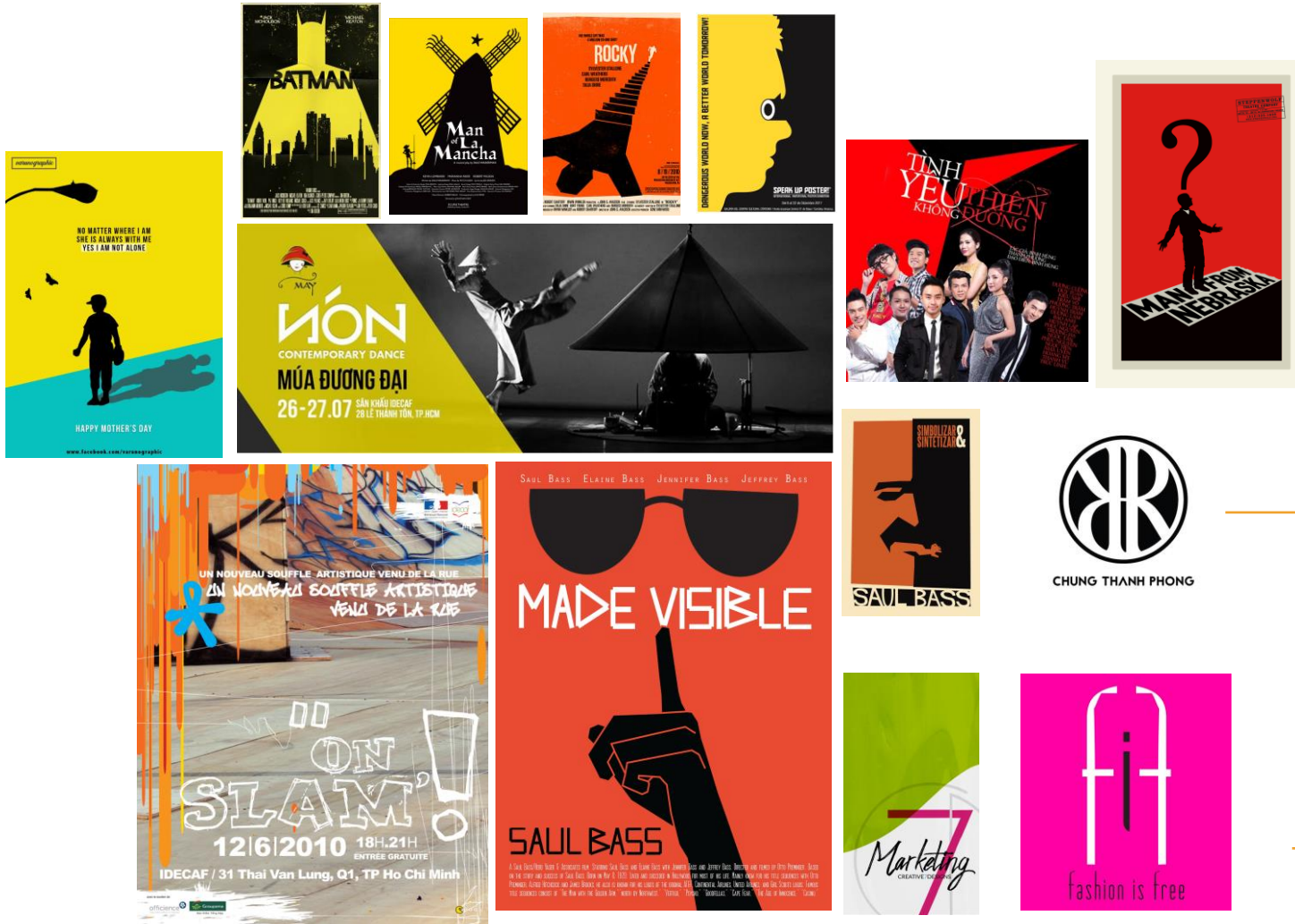


SELF-BRANDING PACKAGE

by Tram Le

INSPIRATION BOARD



Style: I love watching performance art, and also interested in poster design.

I was Inspired by Graphic Designer Kan Kanemura and Saul Bass. Based on my personality and my hobby, I would like to create the brand that has the combination of Art, Fashion, Photography, and Movements. Prefer create something flatness, straight-forward, readable, and catchy.

Type: I like to look at the movements of types and how different types work well together. Therefore, I prefer playing with types and use type as the main logo.

Color : Black – White - Yellow

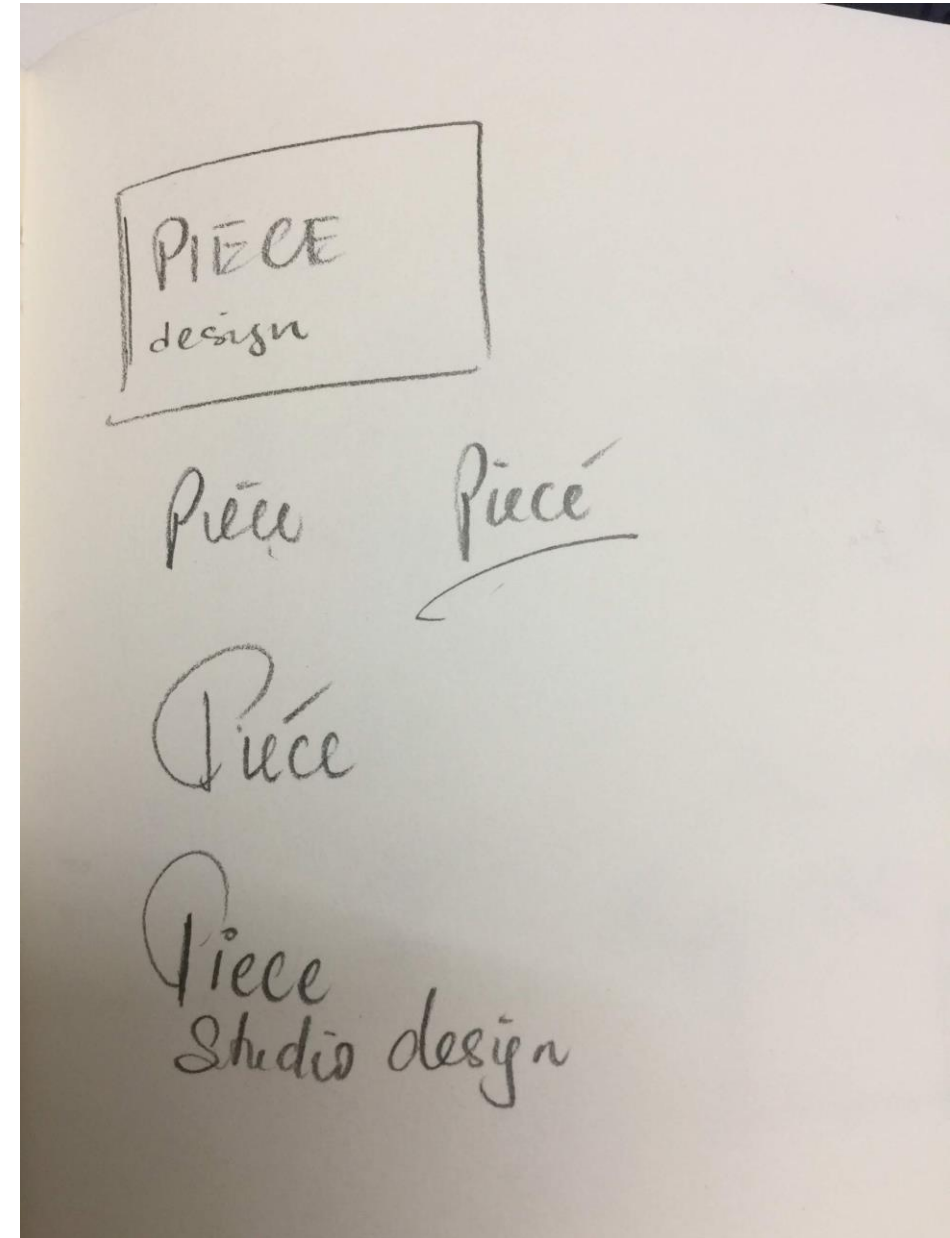
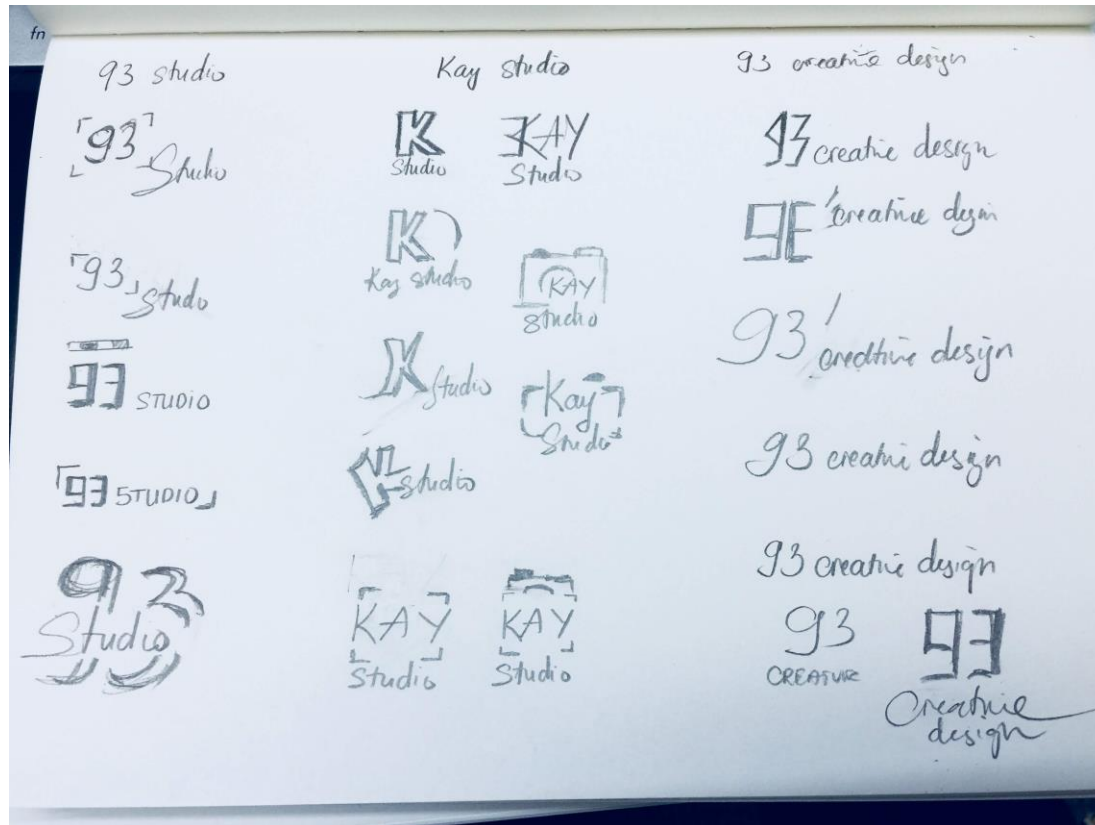
Black – White: the perfect combination colors represent to the elegant, fashionable, mysterious.

Yellow: responsibility as balancing the black and white, adding more mood to the design. Yellow is the color of energy, joy, and creativity.

NAME OF THE COMPANY



SKETCHING



COMPANY 'S NAME

- Depict my identity most.
- Related to Art and Design field.
- Friendly, easy to pronounce and memorable.

PIECE...

- A piece of paper
- A piece of music
- A piece of art



THE PIECE DESIGN

LOGO

Piece
studio design

PIECE
DESIGN

the
PIECE
design

the
PIECE
design

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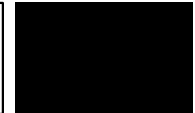
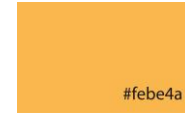
BUSINESS CARD

Color Code:

#febe4a

#ffffff

#000000



the
PIECE
d e s i g n

Type used: Courier New regular

Type used: AR BONNIE regular

the
PIECE
d e s i g n

Tram Le
Hoangtram0812@gmail.com

Type used: Courier New bold

LETTERHEAD



February 26, 2019

Mission College
3000 Mission College Boulevard
Santa Clara 95054-1897

Dear Mrs Cecilia,

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Sincerely,

Tram Le



Tram Le
Graphic Designer
Hoangtram0812@gmail.com



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